

COMMUNITY DEVELOPMENT AUTHORITY

MINUTES

May 9, 2016

1. **Call to Order** – meeting was called to order by Secretary Harvey Potter at 5:37 p.m.
2. **Determination of quorum and that the meeting was properly posted** - It was confirmed that a quorum was present and the meeting was properly posted. In attendance were Mick Conrad, Jim Ahearn, Jack Henrich, and Harvey Potter. John Hogan arrived at 5:56 p.m. Jerrud Rossing was absent and excused. Mike Elder was absent. Also in attendance were Village Administrator Matt Giese, Village Attorney Lee Boushea, Planning Director Erin Ruth, Kyle Adams from Ruedebusch and Village Clerk Lisa Kalata.
3. **Public Appearances** - There were no public appearances.
4. **Discuss and consider approval of minutes of the April 11, 2016 CDA meeting** – Motion by Potter and second by Conrad to approve minutes with corrected spelling of Mike Elder's name. Motion approved 4 – 0.
5. **Discuss and consider list of Cottage Grove's Strengths, Weaknesses, Opportunities, and Threats for use in Economic Development chapter of Comprehensive Plan, and compare to similar list discussed at the April 26, 2016 joint meeting of the Village and Town of Cottage Grove Boards and facilitated by the Cottage Grove Chamber of Commerce** – At the last meeting the CDA approved a proposed outline of the Economic Development chapter of the Comprehensive Plan. An analysis of strengths and weaknesses is a required component of the comp plan, and this was a topic at the joint meeting. Ruth stated he would like the committee to list their thoughts on each of the categories.

Strengths

Interchange for I94/90
School District
Four corners of Gaston Rd
Transportation
Proximity to Madison
Active community that is vibrant
Establish TIF Districts
Internal Staff
Mill Rate is 3rd lowest in Dane County (Village only)
Amenities
Fireman's Park
Bike trail
Ball parks

Golf Courses

Resident income is higher than other places

Age of housing stock is very new compared to other communities

USDA rural development programs—incomes may be too high Erin will double check

Approval process is better than Madison, more efficient in Cottage Grove

Weaknesses

Land—not enough commercial land

Viken property is only place with over 20 acres

Lack of distinct features such as water, etc.

Not a destination spot, there is no downtown

Lack of restaurants and shopping

Google it comes up with Minnesota not Cottage Grove, WI

Relationship with the Village and Town

Lack of housing diversity

Retailers want to see the 10,000 in populations

Opportunity

Land north of free way is available to be developed

Village owned land in Commerce Park and Hwy N

20 to 30 acres still available, all is developable

Interest rates are still low

Hwy N intersection and future opportunity

Brochure to show all the areas for development

Town has been invited to participate in the videos to promote the area

Threats

City of Madison encroachments

CARPC

Business relocating

School district with the budgeting and referendums that have passed

- 6. Discuss potential collective identity for Cottage Grove area, and compare to similar discussion at the joint meeting referenced above—** What do you think of when you think of Cottage Grove?

Town-comment was agricultural community

Village has best of both worlds

The Village is thought of as a bedroom community

Commercial land is hard to expand with what is left to develop

Would be nice to make the Village a destination spot

Ho Chunk land trying to tie the town and village together

Bike trail an asset to the Village and there is potential to connecting more of the trail with Capital City

Interchange from Milwaukee and Madison has potential for change for the Village to develop the Viken property into a shopping destination with a hotel

- 7. Future agenda items** – Next meeting have Ehlers come in to talk about the TIF districts and economic development. Discuss the video invite to the Town for the Village website

- 8. Adjournment** –Motion by Potter second by John Hogan to adjourn at 6:32 p.m.